

SafeLink/Tracfone Talking Points

Updated June 12, 2019

What is the SafeLink program?

SafeLink/Tracfone are providers of Lifeline, which is a Federal Communications Commission (FCC) initiative to help make communications services more affordable for low-income consumers. Tracfone is the carrier and SafeLink is the program name.

- Since 1985, the Lifeline program has provided a discount on phone service for qualifying low-income consumers, to ensure that all Americans have the opportunities and security that phone service brings, including being able to connect to jobs, family and emergency services. The Lifeline program is available to eligible low-income consumers in every state, territory, commonwealth, and on tribal lands.
- To participate in the program, prospective subscribers must either have an income that is at or below 135% of the Federal Poverty Guidelines or participate in certain assistance programs. Members can see if they are eligible by visiting lifelinesupport.org.
- On March 31, 2016, the FCC approved rules to modernize the Lifeline program for broadband services.

How does SafeLink help us communicate with members?

- While all Medicaid members below 135% of the Federal Poverty Level (FPL) are eligible, our partnership with Tracfone is unique because we share information to help increase the number of members who enroll with the SafeLink program.
 - We provide Tracfone with a list of eligible members, which they use to verify program eligibility. Tracfone in turn provides us with a list of those members who have a SafeLink phone including their Tracfone number, and their consent to text messages. This information can be found in QNXT under Attributes and “Mobile Phone Number” and “Member’s Text Messaging Consent” (see below).

	Select	Attribute Name	Attribute Value	Effective Date	Termination Date	Attribute Groups
Memos/Alerts	<input type="radio"/>	MEMBER ID CARD		09/14/2017		
UM Documents	<input type="radio"/>	Recipient Aid Category (RAC)	1201	01/01/2019		
Claims	<input type="radio"/>	Redetermination Date	08/31/2019	08/01/2018		
Finance	<input type="radio"/>	Redetermination Date	08/31/2018	09/01/2017	08/31/2018	
Service History	<input type="radio"/>	Region Code	R11	01/01/2019		
Medicare	<input type="radio"/>	Targeted Member	Y	09/20/2018		HUMANAR.C
Medicaid	<input type="radio"/>	Member's Text Messaging Consent	Y	01/14/2019		TRACFONE_CELL
Attributes/Share of Cost	<input type="radio"/>	Mobile Phone Number	5092306080	01/14/2019		TRACFONE_CELL
Call						

What do members get when they sign up with SafeLink?

- A smartphone
- 1 GB of data and 1,000 minutes a month
- Unlimited text messages

- Free calls to Molina Member Services (which do not count toward the 1,000 minutes)
- No bills

Please note:

- Unused data does not carry over from month to month
- A month equals 30 days
- Members must make at least one phone call or send one text message each month to keep the benefits.

How does the program differ for members who already have smartphones?

- If members already have their own smartphones, they can use them and are not required to get new phones.
- These members get 1.5 GB of free data for the first 3 months. After the 3 months, they will receive the same 1 GB coverage as above.
- For a member to use their own smartphone, it must be a compatible GSM phone (which includes T-Mobile- and AT&T-compatible phones and others). Their phone must also be unlocked. Members should call their carrier to find out if they are a GSM carrier and to have their phone unlocked (meaning they can use it with another carrier).

How does enrollment work?

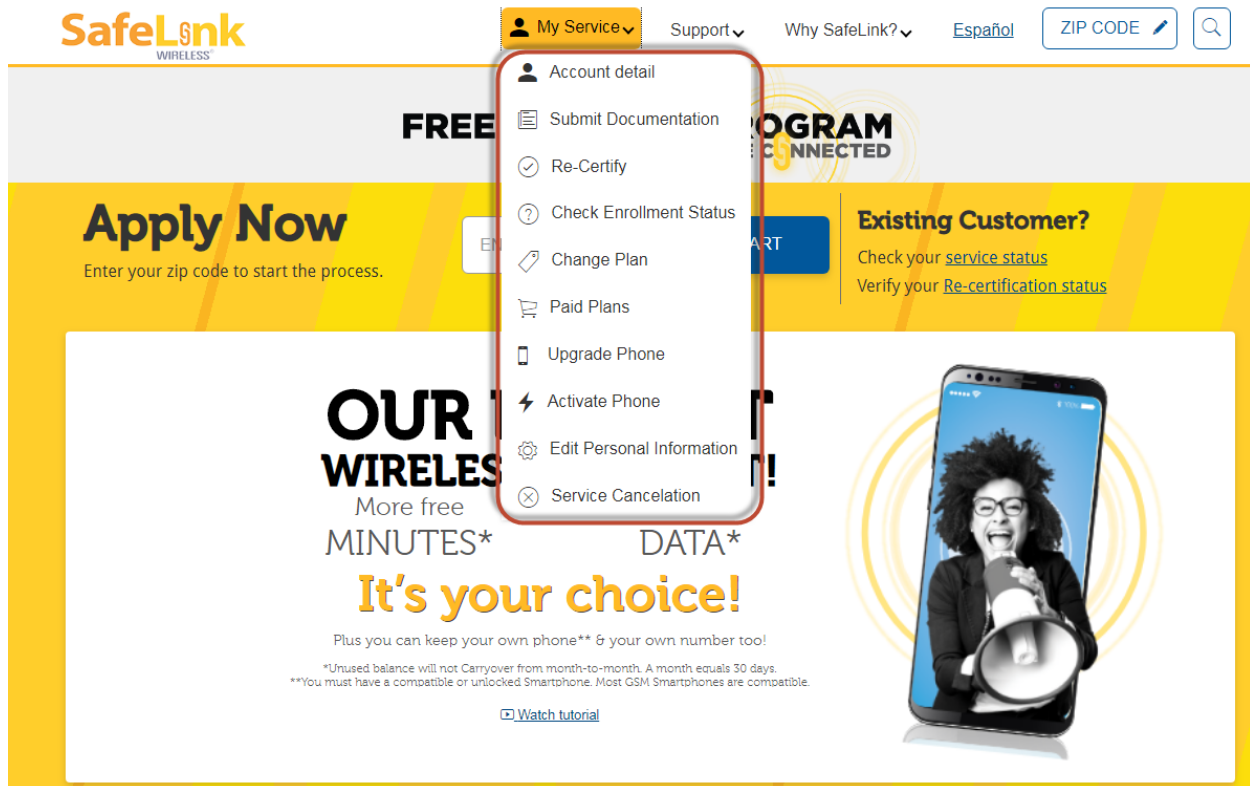
- After Tracfone verifies Medicaid eligibility through the enrollment files we provide, members are automatically enrolled in SafeLink and should receive their smartphones in 7-10 business days.
 - The approval may take longer if the information the member provides (first & last name, birthdate, last 4 digits of SSN) does not exactly match their eligibility file.
- When members receive their phone, it should be pre-activated. They don't need to do anything to begin making calls or sending texts.
- Members can call **(877) 631-2550** for enrollment or technical assistance with their phones.

How can members manage their accounts?

Members can manage their account by going to "My SafeLink" account. Menu options include:

- Account Detail
- Submit Documentation
- Re-Certify
- Check Enrollment Status
- Change Plan
- Paid Plans

- Upgrade Phone
- Activate Phone
- Edit Personal Information
- Service Cancellation



How can members apply?

- Online at SafeLink.com
- Via mail by sending in a paper application (a prepaid envelope is included in mailing to members)
- By calling SafeLink at (877) 631-2550

What are the goals of implementation?

- To provide qualified Molina members with mobile devices
- To increase our communication opportunities with members via a verified cell phone number, text messaging and the HiH app (which members can download)

What is the communications plan?

- Tracfone mails a paper application and flyer to members 3 weeks after their eligibility file is received. (i.e., every 3rd week of the month). For the time being, members only receive the mailing once.

- Tracfone is also currently doing geo-targeted digital marketing (which is not Molina-branded).
- Molina will be updating our welcome kit to feature SafeLink more prominently and include a Molina flyer to help promote the program.

What phones can members receive?

Below are a couple of examples of phones that members could receive (these are subject to change based on availability):



ZTE719



Alcatel 574